

Valarie A. Zeithaml, A. Parasuraman, & Leonard L. Berry

Problems and Strategies in Services Marketing

This article compares problems and strategies cited in the services marketing literature with those reported by actual service suppliers in a study conducted by the authors. Discussion centers on several broad themes that emerge from this comparison and on guidelines for future work in services marketing.

THREE basic assumptions pervade the growing body of literature on services marketing. The first holds that a number of unique characteristics—notably intangibility, inseparability of production and consumption, heterogeneity, and perishability—separate services from tangible goods. The second assumption maintains that these characteristics pose vexing problems for services marketers that are not faced by goods marketers. The third and final assumption holds that services marketing problems require services marketing solutions—that strategies developed from experience in goods marketing are often insufficient.

The purposes of this article are: (1) to offer a conceptual framework summarizing the unique characteristics of services, the problems stemming from these characteristics, and the strategies suggested as appropriate to overcome the problems; (2) to report the findings of a national survey of managers of service firms concerning the problems they face and the marketing strategies they use to overcome them; (3) to

compare the problems and strategies cited in the literature with those reported by managers of services firms; and (4) to offer recommendations for the development of services marketing thought.

Literature on Services Marketing

The rationale for a separate treatment of services marketing centers on the existence of a number of characteristics of services which are consistently cited in the literature: intangibility, inseparability of production and consumption, heterogeneity, and perishability. Figure 1 presents a summary of the references documenting these differences.

The fundamental difference universally cited by authors (e.g., Bateson 1977; Berry 1980; Lovelock 1981; Rathmell 1966, 1974; Shostack 1977a) is *intangibility*. Because services are performances, rather than objects, they cannot be seen, felt, tasted, or touched in the same manner in which goods can be sensed. Intangibility, according to Bateson (1979) is the critical goods-services distinction from which all other differences emerge.

Inseparability of production and consumption involves the simultaneous production and consumption which characterizes most services. Whereas goods are first produced, then sold and then consumed, services are first sold, then produced and consumed simulta-

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Problems Strategies In Services Marketing Parasuraman

**Amit Kumar, Sabrina Senatore, Vinit
Kumar Gunjan**



Problems Strategies In Services Marketing Parasuraman:

The Top Books of the Year Problems Strategies In Services Marketing Parasuraman The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of bestselling books, exploring the fascinating narratives that have enthralled audiences this year.

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Problems Strategies In Services Marketing Parasuraman : Delia Owens "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, entrancing readers with its evocative prose and mesmerizing setting.

These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered.

The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts.

The Secret History is a masterful and thrilling novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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